



## The Most Important Trait

By Kit Pharo

If profit is the goal, then fertility is by far the most important trait cow-calf producers should be selecting for. Several studies have shown that reproductive traits are twice as important as growth traits, which are twice as important as carcass traits. Ironically, the status quo beef industry has been selecting almost exclusively for growth and carcass traits for the last 40 years – at the expense of reproduction.

Because the heritability of growth and carcass traits is very high, it is relatively easy to make changes in those traits. Unfortunately, members of the status quo beef industry mistakenly believe that when it comes to growth and carcass traits, more and bigger are always better. They forget the optimum level for most traits is almost never the same as the maximum level.

For at least 50 years, academics have told us the heritability of fertility is very low – so low we shouldn't waste our time selecting for it. I'm sure that if we were able to isolate fertility from everything else, then that assumption would appear to be true. In the real world, however, nothing is isolated. In fact, just the opposite is true.

**Truth be known...** it's very easy to select for fertility. Fertility is more a function of fleshing ability than of anything else – and fleshing ability is more a function of low maintenance requirements than of anything else. Reproduction cannot take place until maintenance requirements have been met and the cow is storing up energy reserves in the form of fat. Since fleshing ability and maintenance requirements are very heritable, fertility is very heritable.

Over the years, Pharo Cattle Company® has compared the maintenance requirements of our cattle to cattle in other seedstock herds and to bulls in the major AI companies. There really is NO comparison! While nearly everyone else in the beef industry has been selecting almost exclusively for growth and carcass traits, we have spent the last 40 years selecting for efficient, low-maintenance cattle that can do the most for the least – the kind that can produce and reproduce with minimum inputs in many different environments.



**No one sells as many** ultra-low-maintenance bulls as Pharo Cattle Company®. Ironically, many PCC® customers have told us they get as much or more growth from our so-called “low-growth” bulls as they did from the “high-growth” bulls they used to use. How can that be? It's very simple. Their environment cannot support the high-growth (high-maintenance) genetics they used to use. It's like shooting a .30 caliber bullet out of a .22 caliber rifle. It can't be done! The environment will almost always be the limiting factor to growth.

Unlike most seedstock producers, our fleshing ability and fertility have been bred in – NOT fed in. If you would like to receive a catalog for our upcoming bull sales, call **800-311-0995**.

"Enjoy life to the fullest.  
It has an expiration date."

~ Zayn Malik ~

## FOUR Fall Bull Sales

**Valentine, NE — November 1**

**Burlington, CO — November 10**

**Letohatchee, AL — November 15**

**Three Forks, MT — November 22**

- **500 Bulls** — Angus, Red Angus, South Poll, Hereford, Composite and Heat-Tolerant
- **Guaranteed Calving Ease**
- **One-Year Guarantee on All Bulls**
- **DNA Tested for A2/A2 and Tenet®**
- **Developed Slowly and Naturally on Grass**
- **Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Grass Efficiency, Hair Coat, Fly Resistance and Much More**
- **Over 60 Delivery Points Across the Nation**

*Call or Email to receive a Sale Catalog*

### THE PHARO CATTLE COMPANY® NEWSLETTER

Published four times per year by:

**Pharo Cattle Company®**  
**44017 County Road Z**  
**Cheyenne Wells, CO 80810**

Editor: **Kit Pharo**

Phone: **800-311-0995**

Email: **Kit@PharoCattle.com**

Website: **PharoCattle.com**

***Our Mission: Help ranchers put more  
fun and profit into their business.***

**Call or Email for a Free Subscription**

## Buyer's Market

**Our fall bull sales** always create a much better Buyer's Market for our customers than do our spring sales. For the most part, this is because most cow-calf producers will not need to turn their bulls out until next summer.

**Consider this...** Our 2025 Spring Bull Sales averaged a whopping **\$3000 more** per bull than our 2024 Fall Bull Sales. That's a BIG difference! Those who purchased bulls last fall looked pretty smart come spring.

**Consider this too...** If herd expansion through heifer retention ramps up this fall as some believe it will, there will be tens of thousands more heifers to breed next summer. That will create a tremendous demand for calving ease bulls next spring – which will magnify the Buyer's Market this fall. **BUY NOW and SAVE BIG!**

## Bucket List

By Kit Pharo



I recently watched a short segment on TV about keeping a bucket list. A bucket list is a list of things a person wants to experience or achieve before they die. I have come to the conclusion that everyone, no matter what age, should have a bucket list.

In a Stanford University study, nine out of ten people said they had a bucket list. I have trouble believing that many people have a bucket list. I think I am safe in saying the number of people in production agriculture who have a bucket list is substantially less than 90%.

I have always been a goal setter – but I do not have an official bucket list. That is going to change. My list won't be long. I can always add to it later. For me, having a long list will seem intimidating. I would rather have two or three things on my list that are attainable.

**Keeping a bucket list is easy.** Checking things off your list, however, requires planning and action. You need to set a date for everything on your list – and then get to work to make those things happen. When you set a date, you become committed to making it happen. Until you become committed to making something happen, it will never happen. Your time is limited – so please don't wait until it is too late.

## Some Like It Hot

We will be selling over 80 South Poll and Heat-Tolerant bulls in our Alabama Sale on November 15th. These bulls have superior heat tolerance with no Brahman influence.



## Beef Tenderness

By Kit Pharo

The number one consumer complaint about beef is the lack of consistency in tenderness. For the last 30 years, that has been my number one complaint too. I would rather eat chicken than a tough steak.

We have been DNA testing all of our bulls for Tenet®. Bulls that are Certified Tenet® have the genetic predisposition for superior beef tenderness. This is a MUST for those who direct market beef to the end consumer! Others are selecting for Tenet® bulls in hopes that there will soon be a premium market for Certified Tenet® calves.

## Getting Your Money's Worth

By Kit Pharo

With cattle prices at record-high levels, bulls are selling for record-high prices. Cost is always a factor when buying bulls – but it should not be the only factor. First and foremost, you should consider the program behind the bulls. Bulls that are produced in a program that aligns with your long-term goals are worth a whole lot more than bulls coming out of a program that does not align with your long-term goals.

Another very important factor in getting your money's worth is the number of calves a bull will sire before he must be replaced. It doesn't take a rocket scientist to figure out that a bull that sires twice as many calves as an average bull is worth twice as much as the average bull. After all, the reason you purchase bulls is to sire calves.

According to many university experts, you can only expect to get three years of use out of a high-maintenance, grain-fed Diesel Bull. On average, I think that is too high. Even with supplementation, most Diesel Bulls can service no more than 20 cows their first year and no more than 30 cows their second and third years – for a lifetime total of 80 calves.

It is not at all uncommon for our low-maintenance, grass-developed Solar Bulls to provide at least six years of service. We are not afraid to turn our Solar Bulls out with 30-plus females their first breeding season. We expect our bulls to gain weight during their first breeding season without being supplemented. Our older bulls can handle 50-plus cows – for a lifetime total of at least 280 calves.

**In this case...** the PCC® Solar Bull sired 200 more calves than the status quo Diesel Bull. If the Diesel Bull cost \$8000, his cost per calf would be \$100. At \$100 per calf, you could have paid as much as \$28,000 for the PCC Solar Bull and still be getting your money's worth. Since our grass-developed Solar Bulls cost about the same as grain-fed Diesel Bulls, you will always get MORE THAN YOUR MONEY'S WORTH with a PCC® Solar Bull!

## Curve-Bending Bulls

What about those bulls with amazing curve-bending EPDs? They are supposed to do it all – low-birth, high-growth, easy-fleshing, moderate-size, etc., etc. They do everything but make the bed!



Folks, if it sounds too good to be true, it probably is too good to be true. It's impossible to put high levels of antagonistic traits in the same genetic package.

Even so, many bull producers continue to fall over themselves trying to produce the latest in curve-bending genetics. I've seen producers flush yearling heifers with big EPD numbers to yearling bulls with the big EPD numbers.

**From personal experience,** I know curve-bending bulls will always disappoint you in one way or another. They simply cannot do all the things they are supposed to do. After being hyped up for a year or two, most curve-bending bulls will quietly disappear – never to be talked about again.



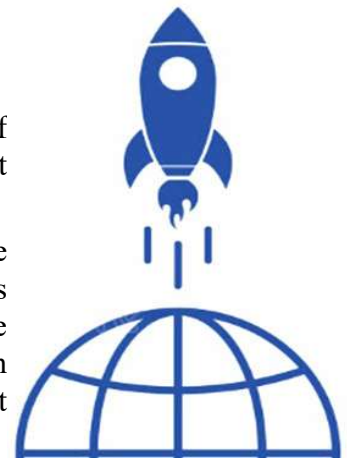


# Out of This World

By Kit Pharo

Calf prices are rocketing through the stratosphere. They are out of this world! A 500-pound steer calf is worth \$500 more than it was worth just one year ago – and \$1500 more than it was worth just five years ago!

**Receiving these record-high prices** is like winning the lottery, because we did nothing to earn or deserve them. Everyone in the cow-calf business is a winner! Do your best to make the most of your windfall profits because these high prices won't last. We've all heard stories about people who won the lottery, but had nothing to show for it five years later. Please don't let something similar happen to you.



*Lord, forgive those  
who don't see things my way.*



## Good Cow Sense

Even in today's high-tech world, there's no replacement for good, old-fashioned cow sense. During the last 50 years, however, good cow sense has been replaced by numbers.

While most bull producers know how to breed big numbers to big numbers, they have absolutely no idea how to produce good, functional, long-lasting, grass-efficient cattle. In the long run, good cow sense will prevail over the numbers game.

**If you are tired** of playing the numbers game, we encourage you to call us at 800-311-0995 and request a catalog for our upcoming fall bull sales. We will be delivering low-input, grass-efficient bulls from coast to coast and from border to border.

## One-Year Guarantee

Our grass-developed Solar Bulls have always had a reputation for being tough as nails. Even so, problems can and do occur. For the last ten years, Pharo Cattle Company® has provided a One-Year Guarantee on all the bulls we sell. Now you are covered!

## No More Excuses

With our three Stay-At-Home Options and our Bull Delivery Service, you no longer have an excuse for not owning a no-nonsense, PCC® Solar Bull. It's not unusual for **over 50%** of our bulls to be purchased by customers who do not attend a sale. We make it easy!

## Genetic Fly Resistance

While others use toxic chemicals to cover up their inferior genetics, Pharo Cattle Company® is helping you solve your horn fly problem.



We have cowherds in 12 different states (from Minnesota to Texas and from Alabama to Montana) that have gone 20 years without being treated for parasites.

**If you are not receiving our weekly emails, send us your email address.**

**Over 90% of the information we share is via our weekly emails.**

## Easy Money

By Kit Pharo

The easiest money you will ever make is the money you DON'T spend. Ben Franklin once said, "A penny saved is a penny earned." Folks, this is as true today as it ever was – and it applies to every \$100, \$1000 and \$10,000 we DON'T spend.



**Guess what?** This income is tax-free. We DON'T have to pay income taxes on the money we DON'T spend! That increases its value by another 20 to 40 percent. Therefore, every \$1000 we don't spend is equal to \$1200 to \$1400. That's a pretty good gig, isn't it?

This simple "easy money" concept applies to ALL people from ALL walks of life. However, since most of our 15,000 subscribers are cow-calf producers, I want to spend a little time discussing this from their point of view.

Most cow-calf producers believe it is impossible to substantially reduce and eliminate their expenses. This is because they are locked into an outdated paradigm that will eventually put them out of business if they're not careful. However, once they make a paradigm shift, it will be relatively easy for them to substantially reduce and eliminate some of their expenses.

Most expenses are based on fossil fuel energy. Long-term success in this business will require a transition from expensive fossil fuel energy to FREE solar energy. Winter feeding is almost always the biggest expense for cow-calf producers. With the right size and type of cows and with proper grazing management, most winter feeding can be eliminated. Working with nature will also reduce and eliminate many expenses.

**Many PCC® Customers** have a cost of production that is half what the national average is. This will allow them to continue to be profitable even when cattle prices bottom out. If you don't think we will see lower prices, you better think again. The last time we were receiving record-high prices for our calves, prices dropped by 50% in one year. Ouch!

Because the cost of fossil fuel-based inputs has DOUBLED in just the last 20 years, the beef industry is at a major turning point. What has worked so well for the last 20 years will NOT work for the next 20 years. Those who are the quickest to adapt and change will be in the driver's seat. In contrast, those who are the slowest to change will get left behind or run over!

**When cattle prices break**, what will happen to the cost of inputs? Nothing! While cattle prices continue to go up and down, up and down, up and down, the cost of inputs will continue to go up, up, up. I'm afraid many cow-calf producers will not survive the upcoming fall in calf prices if they don't make some major changes in their operation. If you don't plan to make any changes, then I strongly urge you to get out while the getting is good. **SELL OUT** at the top of the market!

The easiest money you will ever make is the money you DON'T spend – and it is tax-free! Pharo Cattle Company® has the genetics and the philosophies you need to produce MORE for LESS. Producing more for less is the new key to long-term success in this business. Let us know when you are ready to start making the necessary changes in your operation.

**PHARO CATTLE CO.**

44017 County Road Z  
CHEYENNE WELLS, CO 80810

PHONE 800-311-0995

EMAIL Kit@PharoCattle.com  
Tyson@PharoCattle.com

WEBSITE PharoCattle.com

PRSRT STD  
US POSTAGE PAID  
PERMIT NO. 28  
Grand Island, NE

◆ ADDRESS SERVICE REQUESTED ◆



**Cowboy Logic:** *“No tree is too big for a short dog to lift his leg on.”*

**PHARO CATTLE COMPANY®**

**Efficient, Easy-Fleshing,  
Moderate-Sized, Low-Input,  
Grass-Based Genetics  
— with Calving Ease —**



***Call or Email to receive a catalog  
for our four Fall Bull Sales  
and/or an AI Sire Directory***



**800-311-0995**

**Bulls@PharoCattle.com**